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Restructuring the relationship of public and private assets & services, by applying “Location! Location! Location!” to the determination of *delivered value* of public assets and services.

Project Details: [https:// davehuer dot com/proximity-of-desire-pod/](https://davehuer.com/proximity-of-desire-pod/)

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1) Proximity of Desire (POD):

- a. **Source of Innovation:** Initially, a project to determine the economic value of Nature’s watershed services. Initial framework created as subcontractor for the Ecological Accounting Process (EAP) team (NGO with city partners).² And then (post-contract) authoring deeper explanations which were used by the EAP team.³
- b. **Innovation:** The hidden discovered need was to solve the intractable problem of pricing public real property. Contract details and post-contract private work that led to POD innovation available through links at LinkedIn profile (this includes precedent innovations⁴ at davehuer.com creativity blog). The solution originates from combining factors in the common law, tax credit law, and market forces.⁵
- c. **First Use Case: Nature’s Cost-superior Watershed Services:**
 - Society had belief of the value of Nature's ecosystem services without financial evidence of the value.
 - Nature's watershed service is the capture, supply and management of freshwater assets, and sub-services.
 - It has been hard to risk investing public money in Nature's services because the services could not be costed.
 - Nature’s services are most often delivered using public real property (PRP). In most jurisdictions, PRP is not taxed; so there is no assessment history; so no market price; so not costable; and could not be imagined as profitable; so not financially investable.
 - As a result, it has been culturally and politically easier to invest in physical infrastructure (such as a bridge—which can be physically observed—to “connect the dots” back to taxes and household earnings), than vital natural infrastructure services that for all intents and purposes might as well be invisible.
- d. **POD – Forecast Impact to Economics & Valuation:**
 - **Public (1): Widespread Fit:** Employs first principles market forces (human desire) so can be used in every jurisdiction.⁶
 - **Public (2): Complexity Economics:** Restructures the relationship of public and private assets and services, which creates a new way to apply the Theory of Constraints⁷ (street-level neighbourhood to city-wide, metropolitan areas, and provinces/states).
 - **Public (3): UNSDG:** Usable by Credit-reporting agencies (S&P) to assess the Net Zero/UNSDG creditworthiness of local governments.
 - **Public (4): Watersheds’ Management Use Case:** POD drives EAP. Application examples:
 - BC Government and nine cities are using POD/EAP to invest in Nature's (now provably) cost-superior watershed services.
 - EAP validation by Governments and broad stakeholder group therefore validating underlying POD foundation framework.
 - Watershed services’ include: Reconstructing value of Nature's assets, contaminated sites’ cleanup, and pandemic preparedness prevention programs (mitigating Zoonosis = risk of mammal viruses jumping to humans).
 - **Public (5) Every Other Type of Public Asset and Services Management:**
 - POD can be applied to other aspects of provision of public services (ex. Schools, Libraries, Electrical Grid, etc.).
 - Analyzing the public benefit of financial instruments, such as: Public Insurance, Scholarships, Municipal Social Enterprise.
 - **Private impact:**
 - *Citizens:* Rethinking the value-add of *proximity* of public and private assets, services, and customers *to each other*.
 - *Investment vehicles:* Public (tax credits) and private/P3 (patient capital: capex and opex).
 - *A future value-add from D.Huer:* Could be to combine POD and OrbMB Technology Corp’s ORBintel data valuation solution to define non-financial value-adds; for example: to deliver COP15 (Biodiversity) metrics’ services.

¹ Author is a polymath who solves intractable problems by solving to first principles. See: LinkedIn profile: [https:// www dot linkedin dot com/in/davehuer/](https://www.linkedin.com/in/davehuer/)

² The Partnership for Water Sustainability in BC: See: “B” at this creativity blog page: [https:// davehuer com/problem-solving-examples/](https://davehuer.com/problem-solving-examples/)

³ [https:// waterbucket dot ca/gi/wp-content/uploads/sites/4/2022/06/EAP-Synthesis-Report-Beyond-the-Guidebook-2022_Jun-2022.pdf](https://waterbucket.ca/gi/wp-content/uploads/sites/4/2022/06/EAP-Synthesis-Report-Beyond-the-Guidebook-2022_Jun-2022.pdf)

⁴ A precedent innovation that may be of interest is: [https:// davehuer dot com/wp-content/uploads/2014/06/huer-aquifer-float-rights.pdf](https://davehuer.com/wp-content/uploads/2014/06/huer-aquifer-float-rights.pdf)

⁵ POD originates from combining mediaeval law (origins of the common law: Magna Carta, Statute of Merton); seeking to improve Canadian volunteering tax credits’ law by developing a method to convert Labour Expenses to Cash; and the mechanics of “first principles’ market forces” (human desire).

⁶ On my shelf is a draft method to fit POD into standard project management frameworks (PMP, Prince2). Also one day might work out a script to describe POD in a 90sec video. Solving the logic problem took 3y. Getting the explanation to 90s is (thus far) 3y.

⁷ https://en.wikipedia.org/wiki/Theory_of_constraints